

HEARN

Fifteenth Street

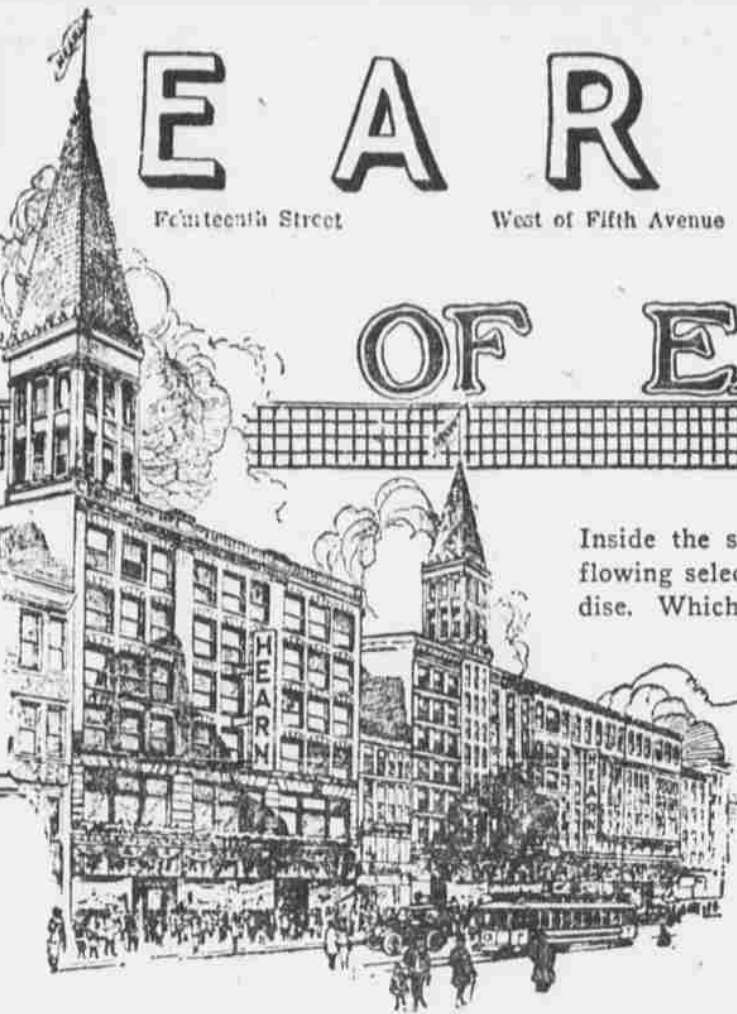
West of Fifth Avenue

THE WINDOWS

OF EASTERTIME



HEARN SPRINGTIME WINDOWS.
How they fascinate! There is always something new, different and interesting in them. Just now they are brilliant with Easter attire for all the family.



Inside the store delights are multiplied with an overflowing selection of fresh Spring and Summer merchandise. Whichever way you turn, infinite variety, qualities of worth and moderate prices unfailingly substantiate the smiling promise of Hearn's rainbow windows.



LAST WEEK 18th Great Spring Sale

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THE FOLLOWING ON SALE BOTH MONDAY AND TUESDAY

SPRING SALE SPECIALS

- \$52.75 and \$54.75 Women's Suits, 44.50**
Unusual selections of six new Spring models smartly developed in men's wear serge in navy blue and black—sizes 36 to 44.
- \$9.97 Extra Size Skirts, 7.50**
Panel front in navy blue and black serge—gathered in back—smartly finished with silk stitching and bone buttons—sizes 39 to 40 in. waistband.
- \$9.97 Georgette Blouses, 7.95**
Dainty models in white or flesh, trimmed with Val. lace.
- \$2.18 Tailored Blouses, 1.66**
Pretty styles in madras and striped voiles. Limit two.
- \$27.75-\$29.75 Women's Taffeta Dresses, 21.50**
Two new Spring models—one in black or blue—with surplice blouse—dainty fillet lace pattern collar—georgette sleeves and gracefully draped tunic skirts—another has corded overblouse and skirt and silk loop trimmings—in navy, black, Copenhagen blue and brown—both models sizes 36 to 44.
- \$27.75 to \$29.75 Misses' Taffeta Dresses, 20.75**
There is an excellent selection of dainty models in sizes 14 to 18 years.
- 94 ct. Vestees, 71**
New organdie vestees, in white, tan, Copenhagen, rose and orchid. Limit 3.
- 66 ct. Ribbons, 48**
White, black and colors—5 inches wide—narrow and taffetas. Limit 15 yards.
- \$12.97 Tots' Colored Coats, 9.74**
Empire and belted models in navy or poplin. Blue serge and poplin or checked material—sizes 2 to 6 years. Limit two.
- \$3.50 Tots' White Dresses, 2.54**
Empire, yoke and belted effects—trimmed with fine lace and embroidery—sizes 2 to 6 years. Limit three.
- 97 ct. Little Tots' Skirts, .77**
Lace and embroidery trimmed. Sizes 2 to 6 years. Limit two.
- \$9.48 Ripple Sweater Coat, 8.00**
New ruffle style with shawl collar—color combinations are peacock and tan, American Beauty and black and turquoise and black. Limit two.
- \$11.94 Sweater Coats, 9.77**
Smart Tuxedo and Coat styles in fancy weaves—colors are purple, American Beauty, buff, rose, turquoise and black. Limit two.
- \$1.38 Misses' Cambric Nightdresses, 1.14**
Good quality cambric—embroidery and lace trimmed yokes, ribbon runs—sizes 1 to 16 years. Limit two.
- \$1.48 Envelope Chemise, 1.00**
White or pink—yokes of fancy lace, ribbons and shirring. Limit two.
- 2.97 Envelope Chemises, 2.23**
Pink silk figured material—wide lace or georgette and lace yokes—bloomers to match are included in the lot. Limit two.
- \$3.00 Corsets, 2.00**
Fine coutil—low bust—strong garters—sizes 19 to 28. Limit two.
- \$4.50 Dotted Swiss Kimonos, 3.00**
Elastic belt model in white with colored hemstitching on collar, sleeves and pockets—sizes 36 to 46. Extra Sizes, 48 to 52—our reg. \$4.94. Limit two.
- \$4.94 Trimmed Hats, 3.87**
New sailor and close-fitting hats—also large models—black and colors. Limit two.
- \$8.50 Trimmed Hats, 6.44**
New models, prettily trimmed—in Spring colorings. Limit two.
- \$6.47 Untrimmed Hats, 4.46**
Pretty new, large, small and medium size models—black, navy blue and brown. Limit two.
- \$5.47 Untrimmed Hats, 3.74**
Medium and small size models—new styles for Spring wear. Limit two.
- Trimmed free if hats and materials are purchased here.**
- 77 ct. Cherry Wreaths, .60**
Limit two.
- 55 ct. Flowers, .38**
Crushed roses, pansies and other blossoms.
- \$1.95 Men's Otis Union Suits, 1.47**
White knit cotton—short sleeves—knee drawers—also other makes. Limit three suits.
- \$1.15 Men's Otis Underwear, .88**
Short sleeved shirts—double seat drawers. Limit three suits.
- \$2.95 Men's Madras Shirts, 2.10**
Close woven—colored stripes—soft cuffs—Stylweat brand—also 1,000 starched cuff Arrow brand percale shirts. Limit four.
- 97 ct. Men's Belts or Suspenders, .76**
Leather belts, with plain or initial buckles—also rubber suspenders—neat stripes—gift buckles—regular and extra sizes. Limit three.
- 97 ct. Men's Spring Neckwear, .76**
A splendid assortment of the newest selections of the season—silk and satins—stripes, figures, polka dots and plain colors. Limit three.
- \$5.50 Men's Felt Hats, 3.95**
Latest Spring models—Stylweat brand—greens, browns, grays and other shades—all sizes. Limit two.
- \$3.25 Men's Felt Hats, 2.25**
Green, brown or black—fine wearing quality—all sizes. Limit three.
- \$1.97 Men's Blue Chambray Shirts, 1.33**
For work—collar attached—all sizes. Limit three. In basement shop.
- 37 to 50 ct. Men's Initial Handkerchiefs, each, .26**
Corded border—large size. Limit 12.
- \$1.14 Women's Handkerchiefs, 1/2 doz., .74**
Wreath design initial. Each .14. Limit 1 dozen.
- 63 ct. Women's Extra Size Underwear, .50**
Vests—low neck—sleeveless—loose knee drawers. Limit 3 sets.
- 77 ct. Children's Union Suits, .57**
Vest, waist and drawers combined—low necks—sleeveless. Limit three.
- \$1.43 Women's Milanese Silk Gloves, 1.18**
With contrasting embroidered backs. Limit 3 pairs.
- 30 ct. Children's 3/4 Socks, .24**
Black, white, blue and cordovan—sizes 6 to 9 1/2. Limit 3 pairs.
- \$1.77 Women's Fibre Silk Hose, .96**
Black and cordovan—odd sizes—mock seam—lisle heels, toes and soles. Limit 3 pairs.
- \$3.25 Women's Black Silk Hose, 2.17**
Black—all sizes—full fashioned—pure thread silk. Limit 3 pairs.
- \$4.77 Women's Glove Silk Vests, 3.24**
Flesh—all sizes—tailored or bodice tops. Limit 3.
- \$5.77 Women's Glove Silk Bloomers, 4.25**
Flesh—all sizes—reinforced—excellent quality. Limit 3.



These Modes of Modernity

Grace with a new loveliness the ancient beauty of the Easter season returned again. Spring-of-1920 ideals of dress are embodied in apparel of individual styles that are as numerous and as different as there are types of femininity to wear them. Each is stamped with the indefinable distinction of what is original and new, yet in this store of moderate pricing is never costly for its worth.

A Subtly Flattering Dress—Flattering because under the influence of its graceful lines and lovely style the wearer will look and feel her best. The skirt is of rich, soft satin; the overblouse of contrasting georgette is embroidered in the color of the skirt and has slender, flying panels likewise embroidered which bring down the color of the overblouse to the very bottom of the skirt. Color combinations are pearl grey and navy blue, or beige and brown. This is but one model from among the many that are attracting thousands of women to our Dress Section, with their many individual styles and moderate prices. **57.50**

A Smartly Comfortable Wrap—It is made of bolivia, the very fine quality, with a thick velvety pile, and is in one of the new fascinating shades between brown and tan. The way the great cape collar drapes about the throat, a certain elegance in the shaping of the sleeves, unusual stitching—these are elusive style-points that, nevertheless, most strikingly indicate that only a master designer made this wrap. **98.00**

A somewhat similar model in velour and a cape of accordion-pleated navy blue serge, very practical and good looking, are priced at. **45.00**

Easter Special

Women's and Misses' Dresses—Of taffeta, foulard, and flowered georgette.

33.75

Our regular \$39.50 to \$44.75

Individual styles for every woman and miss make this group of more than ordinary interest, from the viewpoint of selection alone, and then, of course, there is the price economy as well. Dresses of taffeta embroidered in gold thread, quaint taffeta dresses with apron tunics daintily frilled, new satin foulard dresses, and dresses of exquisite flowered Georgette and other models as well make up this remarkable assortment.

MORNING SPECIALS—Monday and Tuesday Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

- \$2.58 French Serges, 1.94**
40 inches wide—all wool—navy blue and black—DRESS FABRICS—MAIN FLOOR.
- \$2.95 Black Taffetas, 2.27**
Soft chiffon finish, SILKS—MAIN FLOOR.
- .87 Silk Mixed Crepe de Chines, .72**
Street or evening shades, COTTON FABRICS—BASEMENT.
- .97 Embroidered Voiles, .68**
Lavender—blue, gray—green and pink stripes alternating with white, COTTON FABRICS—BASEMENT.
- \$4.85 Boys' Shoes, 3.85**
Black lace—Emmitt Johnson make—solid leather—sizes 1 to 6, SHOES—SECOND FLOOR.
- \$10.50 Boys' Corduroy Suits, 8.75**
Semi-Norfolk models—light brown and mouse gray—full lined trousers.
- \$4.96 Young Men's Trousers, 4.18**
Cheviots and worsteds—heat stripes, well made—29 to 34 waist.
- \$7.50 Girls' Shoes, 6.45**
White nubuck—high cut lace—low heels—medium and broad toes—C. D. and E widths—sizes 2 1/2 to 6, SHOES—SECOND FLOOR.
- New Feather Pillows—**
White goose and down filled—excellent tickings.
20x28—Our reg. \$5.07.....**3.46**
22x28—Our reg. \$5.43.....**3.72**
24x30—Our reg. \$6.32.....**3.93**
26x30—Our reg. \$6.32.....**4.34**
PILLOWS—BASEMENT.



Easter Time Wraps and Frocks for Girls

Frocks as fresh as flowers, and pretty Spring wraps that have just the right warmth for April weather, are here in a plentiful selection at very moderate prices.

A Girlish Cape (illustrated)—Polo cloth of supple, soft quality is the material of this smart, full-swinging cape. The becoming shirred cape-collar and two-toned buttons are details that contribute to its distinctly new style—our regular \$14.97..... **12.88**

Spring Coats of novelty tweed, silvertone, serge and other all-wool cloths are much in demand this Spring. This assortment includes numerous models smartly belted and having picturesque collars. One style has Tuxedo revers of contrasting checked woolen material and is very new indeed. Sizes are 8 to 14 years—our regular \$17.94..... **15.76**

Little Girls' Coats in all-wool poplin, serge and velour show clever little sport belts, large collars with over collars of novelty cloth, faille silk and lingerie. Sizes are 6 and 8 yrs.—our reg. \$17.94 **15.72**

Finer Coats to 29.94

Dresses of Voile and Lawn—These frocks are made of sheer, fine voile and lawn, and trimmed with really good fillet and Val. lace. Some have panels of embroidery, others are daintily hand embroidered. All have satin sashes—sizes are 6 to 14 years. **6.77**

Finer Lawn and Voile Dresses, 13.94

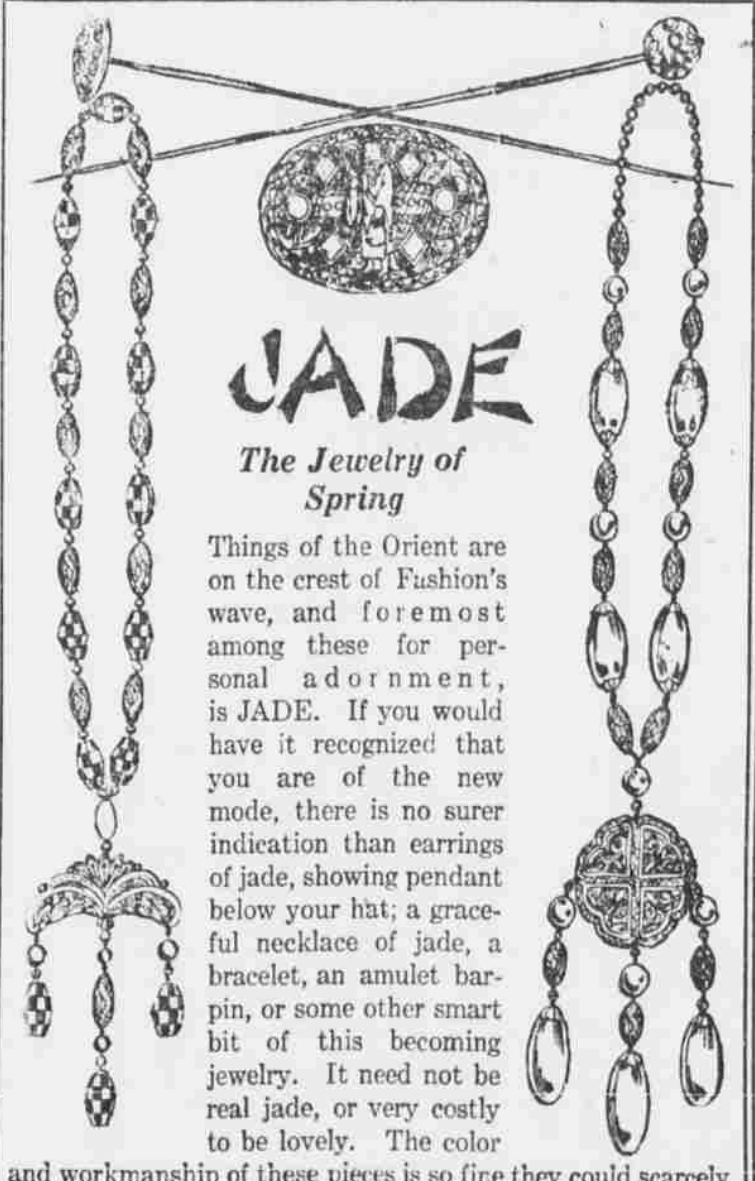
Dresses of Point d'Esprit—Fluffy, snowily white frocks of point d'esprit are made in a Russian tunic model. The tunic, and also the bib-collar are cut in large scallops and edged with triple frillings of Val. lace. Ribbon and rosebuds give an exquisite finish—sizes 6 to 14 yrs. **13.87**

EASTER SUITS

for OLDER and YOUNGER BOYS

If it is selection from hundreds of different styles that appeals to you most, our assortments are the largest in the city. If it is a question of quality and economy, the service and savings which these qualities and prices mean cannot be matched in other stores.

- Little Boys' Suits**
Sailor junior models in regulation Dutch and junior Norfolk styles, of serge and new Spring mixtures. They are braided trimmed or finished with detachable washable collars. The assortment is unusually large—sizes 3 to 10 years. Our reg. \$11.94..... **9.85**
- \$1.48 Rompers, 1.08**
New Spring models—plain colors or with fancy stripes—open or closed knees—2 to 6 year sizes. Limit four.
- \$1.48 Boys' Blouses, 1.10**
Sizes 8 to 15 years—latest styles and colors—light and medium striped percale—collar attached styles. Limit four.
- Boys' Suits**
Majority With Extra Trousers
Tweeds, cassimeres, homespuns, heather mixtures and stripes are splendidly represented in this large assortment of suits. Styles are side, inverted and box pleated models in every new shade. Plain or iridescent alpaca linings—8 to 18 years—our regular \$22.50..... **19.45**
- Spring Sale Specials**
\$17.50 Boys' Suits, 14.34
Single breasted—semi-Norfolk—also three-button double breasted sack models—new Spring colors—many have extra trousers—8 to 17 years. Limit two.
- \$2.94 Boys' Trousers, 2.33**
New Spring mixtures in browns, grays and heathers—well made—sizes to 16 years. Limit two.



JADE

The Jewelry of Spring

Things of the Orient are on the crest of Fashion's wave, and foremost among these for personal adornment, is JADE. If you would have it recognized that you are of the new mode, there is no surer indication than earrings of jade, showing pendant below your hat; a graceful necklace of jade, a bracelet, an amulet bapin, or some other smart bit of this becoming jewelry. It need not be real jade, or very costly to be lovely. The color and workmanship of these pieces is so fine they could scarcely be told from the real, and prices are but little.

- Jade Necklaces—**
our regular \$4.97..... **3.25**
- Jade Necklaces—**
our regular \$1.97..... **1.50**
- Jade Earrings—pendant or close—**
our regular \$1.25..... **.75**
- Jade Rings—**
our regular .97..... **.65**
- Jade Bapins—**
our regular \$1.47..... **.95**
- Jade Hatpins—**
our regular .78 and .97..... **.50**

SAVING DAYLIGHT—Turn your clocks ahead one hour Sunday 2 A. M.